

REMARKS

This Amendment is filed in response to the Office Action dated December 2, 2005, which has a shortened statutory period set to expire March 2, 2005.

Applicant Addresses Objections To The Specification

Applicant has amended the Specification per the Examiner's instructions. Therefore, Applicant requests reconsideration and withdrawal of the objection to the Specification.

Applicant Addresses 112 Rejections

Claim 26 is amended to recite, "wherein knowledge of a defined game space is communicated to players located in a cell zone of the game space". Based on this amendment, Applicant submits that Claim 26 is definite.

Claim 27 is amended to recite, "further including: confirming solving the clue using a cross-channel manner". Based on this amendment and referring to the Specification, paragraph [0028], Applicant submits that the Specification supports Claim 27.

Claim 28 depends from Claim 27 and therefore is patentable for at least the reasons presented for Claim 27.

Based on all of the above reasons, Applicant requests reconsideration and withdrawal of the 112 rejections of Claims 26-28.

Claims 25-28 Are Patentable Over Sporgis

Claim 25, as amended, recites:

A method of providing a game that creates awareness of at least one sponsor, the method comprising:

defining a plurality of game spaces, each game space including an advertising object and a clue involving the advertising object, wherein solving the

clue includes interacting with the advertising object, thereby creating awareness of a sponsor of the advertising object; and

after solving the clue, directing a player to proceed from one game space to a next game space including a next advertising object.

Applicant respectfully submits that Sporgis fails to disclose or suggest a game that creates awareness of a sponsor by interacting with the advertising object. Sporgis does teach that commercial sponsors can support a game in exchange for affiliation with the game and advertising rights. Col. 3, lines 21-23. However, a player's awareness of a sponsor by merely supporting a game is probably minimal absent previous knowledge. In contrast, in Applicant's game, the player interacts with the advertising object of the sponsor in order to solve the clue in that game space. This interaction creates a significantly more relevant and lasting awareness of the sponsor than that proposed by Sporgis. It logically follows that sponsors will more readily support a game if the game itself creates/solidifies awareness of the sponsor based on interaction with the sponsor's advertising object. Because Sporgis fails to disclose or suggest the player's interacting with the advertising object, thereby creating awareness of the sponsor, and its attendant advantages, Applicant requests reconsideration and withdrawal of the rejection of Claim 25.

Claims 26-28 depend from Claim 25 and therefore are patentable for at least the reasons presented for Claim 25. Based on those reasons, Applicant requests reconsideration and withdrawal of the rejection of Claims 26-28.


CONCLUSION

Claims 25-28 are pending in the present application. Claims 1-24 and 29-39 are withdrawn. Reconsideration and allowance of these claims is respectfully requested.

If there are any questions, please telephone the undersigned at 408-451-5907 to expedite prosecution of this case.

Respectfully submitted,

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I hereby certify that this correspondence is being deposited with the United States Postal Service as FIRST CLASS MAIL in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on February 14, 2006.

2/14/2006
Date


Signature: Rebecca A. Baumann